

# MEMO

**DATE:** August 30, 2007

**TO:** Community, Economic and Human Development Committee

**FROM:** Peter Brandenburg, Senior Regional Planner  
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**SUBJECT:** Compass Blueprint Demonstration Projects Matrix


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## BACKGROUND:


Attached is a matrix listing all current and past Compass Blueprint Demonstration Projects, including partnering jurisdictions/organizations, project description and status, value of consultant services and completion dates. Additional detail on the projects, including final reports and other documents for download, is available at <http://www.compassblueprint.org/tools/existingprojects>.

**FISCAL IMPACT:** None

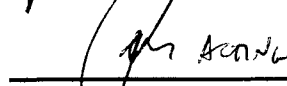
Reviewed by:

  
Lynn Harris  
Division Manager

Reviewed by:

  
Department Director

Reviewed by:

  
Chief Financial Officer

# Compass Blueprint Demonstration Projects Summary



City/Agency	Brief Description	Status/Notes	Expected Completion	Value of Contract	Funding Source	Primary Consultant
<b>Phase II Funded</b>	<b>Approved by Regional Council November 2006</b>					
City of Coachella	The City of Coachella, an emerging desert gateway city, is interested in applying sustainable growth strategies and a regional perspective in planning for the city's growth. SCAG is assisting the Coachella Sphere of Influence Sustainability Project with a full range of services including form-based codes, urban design and economic development strategies, public involvement services and visualizations.	Project underway Strategic framework session held 7/10/2007. Consultant developing land use alternatives.	est. 10/31/2007	\$70,200	BP	TPC/Karen
City of El Centro	Project SHAPE is evaluating the present use of downtown El Centro, combining historic preservation with economic development and restoring prosperity and vitality to the district. Compass Blueprint photorealistic visualizations and concept planning project are helping shape a vision for the property and business owners and will provide an incentive for broader community support.	Project underway. 3 day workshop held April 16-18, 2007 Internal staff review of alternative scenarios scheduled 8/15/07.	est. 10/31/2007	\$99,000	CPG	FCA
City of Fillmore	SCAG is performing tipping-point proforma analyses on three development scenarios to help the city plan for a proposed 92 acre business park that will enhance the local jobs-housing balance.	Project underway. First scenario complete, second scenario in progress. Analyzing policy options for jobs-housing balance and development fees.	est. 8/31/2007	\$20,000	CPG	Solimar
City of Lawndale	The City of Lawndale and SCAG are producing the city's first-ever economic development strategy, focusing on the Hawthorne Boulevard commercial corridor.	COMPLETE 6/30/07	N/A	\$35,000	CPG	Solimar
City of Los Angeles CRA Hollywood Chamber of Commerce	The project will ultimately construct a public park atop a "capped" section of the Hollywood Freeway (US 101) between Bronson Ave. and Santa Monica Blvd in the Hollywood area of Los Angeles. SCAG is assisting with a variety of planning services to advance the park concept and consider changes to surrounding land uses.	Underway. Held stakeholder workshop 6/20/07. FCA developing policy recommendations, final visualizations, brochure. Open House will be held late summer/early fall.	est. 9/30/2007	\$80,000	BP	FCA - Scott
City of Los Angeles (City Planning Dept.)	The project is providing detailed analysis of development opportunities at and around the planned station area at La Cienega and Jefferson Boulevards on the under-construction Expo Line. Products will include physical designs and visualizations and a market study and will flow from extensive community and stakeholder involvement.	Underway. Planning charettes held April 28 and June 9. Final Open House scheduled 8/25/2007	12/22/07 <sup>x</sup>	\$249,894	Subr	EIP Associates

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City/Agency	Brief Description	Status/Notes	Expected Completion	Value of Contract	Funding Source	Primary Consultant
North Orange County Cities - Brea	The north Orange County cities of Brea, Fullerton, La Habra, Yorba Linda and Placentia will be using a variety of Compass Blueprint planning services to assist in selecting a preferred alignment for transit routes that will most integrate land use and transportation issues and effectively compete for funding under the federal Small Starts criteria.	Subregional OWP project. Planning Center selected as consultant. Notice to Proceed issued 7/2/07	est. 3/31/2008	est. \$18,000	Subr	TPC NOC team
North Orange County Cities - Fullerton	The north Orange County cities of Brea, Fullerton, La Habra, Yorba Linda and Placentia will be using a variety of Compass Blueprint planning services to assist in selecting a preferred alignment for transit routes that will most integrate land use and transportation issues and effectively compete for funding under the federal Small Starts criteria.	Subregional OWP project. Planning Center selected as consultant. Notice to Proceed issued 7/2/07	est. 3/31/2008	est. \$18,000	Subr	TPC NOC team
North Orange County Cities - La Habra	The north Orange County cities of Brea, Fullerton, La Habra, Yorba Linda and Placentia will be using a variety of Compass Blueprint planning services to assist in selecting a preferred alignment for transit routes that will most integrate land use and transportation issues and effectively compete for funding under the federal Small Starts criteria.	Subregional OWP project. Planning Center selected as consultant. Notice to Proceed issued 7/2/07	est. 3/31/2008	est. \$18,000	Subr	TPC NOC team
North Orange County Cities - Yorba Linda	The north Orange County cities of Brea, Fullerton, La Habra, Yorba Linda and Placentia will be using a variety of Compass Blueprint planning services to assist in selecting a preferred alignment for transit routes that will most integrate land use and transportation issues and effectively compete for funding under the federal Small Starts criteria.	Subregional OWP project. Planning Center selected as consultant. Notice to Proceed issued 7/2/07	est. 3/31/2008	est. \$18,000	Subr	TPC NOC team
North Orange County Cities - Placentia	The north Orange County cities of Brea, Fullerton, La Habra, Yorba Linda and Placentia will be using a variety of Compass Blueprint planning services to assist in selecting a preferred alignment for transit routes that will most integrate land use and transportation issues and effectively compete for funding under the federal Small Starts criteria.	Subregional OWP project. Planning Center selected as consultant. Notice to Proceed issued 7/2/07	est. 3/31/2008	est. \$18,000	Subr	TPC NOC team
City of Ontario	Compass Blueprint services are being used to update the New Model Colony plan, in conjunction with the City's General Plan update. Land use scenarios and circulation plans will be created, along with development prototypes that respond to projected population and job growth, as well as market realities and expectations for development. The project includes conceptual plans, visualizations, tipping point analysis, circulation and traffic analysis, parking strategies and stakeholder forums.	Underway. Developers' forums held February 6, April 3 and June 5, 2007.	est. 12/31/2007	x \$79,402	CPG	FCA/Solimar - Glen

# Compass Blueprint Demonstration Projects Summary



City/Agency	Brief Description	Status/Notes	Expected Completion	Value of Contract	Funding Source	Primary Consultant
SANBAG - City of Colton	The subregional project will provide Compass Blueprint implementation services to seven cities in San Bernardino County. Projects will examine opportunity sites for TOD and redevelopment.	Subregional OWP project. Underway. Project started January '07.	est. 1/31/2008	est. \$64,250	Subr	Gruen Associates
SANBAG - City of Fontana	The subregional project will provide Compass Blueprint implementation services to seven cities in San Bernardino County. Projects will examine opportunity sites for TOD and redevelopment.	Subregional OWP project. Underway. Project started January '07.	est. 1/31/2008	est. \$64,250	Subr	Gruen Associates
SANBAG - City of Highland	The subregional project will provide Compass Blueprint implementation services to seven cities in San Bernardino County. Projects will examine opportunity sites for TOD and redevelopment.	Subregional OWP project. Underway. Project started January '07.	est. 1/31/2008	est. \$64,250	Subr	Gruen Associates
SANBAG - City of Ontario	The subregional project will provide Compass Blueprint implementation services to seven cities in San Bernardino County. Projects will examine opportunity sites for TOD and redevelopment.	Subregional OWP project. Underway. Project started January '07.	est. 1/31/2008	est. \$64,250	Subr	Gruen Associates
SANBAG - City of Rancho Cucamonga	The subregional project will provide Compass Blueprint implementation services to seven cities in San Bernardino County. Projects will examine opportunity sites for TOD and redevelopment.	Subregional OWP project. Underway. Project started January '07.	est. 1/31/2008	est. \$64,250	Subr	Gruen Associates
SANBAG - City of Rialto	The subregional project will provide Compass Blueprint implementation services to seven cities in San Bernardino County. Projects will examine opportunity sites for TOD and redevelopment.	Subregional OWP project. Underway. Project started January '07.	est. 1/31/2008	est. \$64,250	Subr	Gruen Associates
SANBAG - City of San Bernardino	The subregional project will provide Compass Blueprint implementation services to seven cities in San Bernardino County. Projects will examine opportunity sites for TOD and redevelopment.	Subregional OWP project. Underway. Project started January '07.	est. 1/31/2008	est. \$64,250	Subr	Gruen Associates
SGV - City of Azusa	The project involves the implementation of Azusa's goals for development adjacent to the future Gold Line rail station. In particular, the city is interested in implementing a "park once" parking strategy, exploring alternatives for converting two downtown one-way streets to two-way traffic and marketing the "village" area to developers for T.O.D.	Subregional OWP project. Contract will also identify 2-4 additional project cities in SGV. Currently scoping.	est. 3/1/2008	x est \$50,000	Subr	TPC SGV team
SGV - City of El Monte	The City of El Monte will be receiving economic development strategy and visualization services as part of their efforts to update the city's general plan, prepare a specific plan for the El Monte Transit village and develop a city-wide economic development strategy.	Subregional OWP project. Contract will also identify 2-4 additional project cities in SGV. Work began 6/1/2007	est. 12/31/2007	x est \$24,750	Subr	TPC SGV team
SGV - City of San Gabriel	The City of San Gabriel recently completed a Specific Plan for the area along Valley Boulevard. Compass Blueprint services will provide the next steps with photorealistic visualizations for the intersection of Valley Boulevard and Del Mar Avenue and tipping point analysis at las Tunas Drive and Mission Drive.	Subregional OWP project. Contract will also identify 2-4 additional project cities in SGV. Work began 6/1/2007	est. 2/1/2008	x est \$25,000	Subr	TPC SGV team

## Compass Blueprint Demonstration Projects Summary



City/Agency	Brief Description	Status/Notes	Expected Completion	Value of Contract	Funding Source	Primary Consultant
SGV - Arrow Highway Corridor	This multi-jurisdictional project will involve the cities of Baldwin Park, Covina, Azusa, Irwindale and Glendora as well as Los Angeles County, to plan for specific sites along the Arrow Highway in the San Gabriel Valley and for the corridor as a whole. The project also offers the opportunity to develop a framework that may be applied to other corridors within the subregion. Products may include visual graphics of streetscape design, development prototypes, recommendations for transportation improvements, and models for multi-jurisdictional planning.	Subregional OWP project. Contract will also identify 2-4 additional project cities in SGV. Scoping with local partners.	est. 3/1/2008	x est \$40,000	Subr	TPC SGV team
Ventura Council of Governments & Ventura County Civic Alliance	The Demonstration Project will cover phase 1 of the county-wide "Compact for a Sustainable Ventura County." Tasks will include data collection, updating the 2002 Ventura County Vacant Land Study, identifying goals and policy options and developing and analyzing a set of alternative growth scenarios for Ventura County's future.	Underway. County-wide visioning workshop held June 7, 2007. FCA synthesizing workshop results to develop 3-4 alternative growth scenarios. Final Open House will be schedule for fall 07.	est. 12/31/2007	\$150,000	BP	FCA/Solimar - Glen

## Compass Blueprint Demonstration Projects Summary



City/Agency	Brief Description	Status/Notes	Expected Completion	Value of Contract	Funding Source	Primary Consultant
<b>Phase II Wait-list</b>	<b>Approved by Regional Council November 2006 pending additional funding or SCAG membership</b>					
Los Angeles County Metropolitan Transportation Authority	Compass Blueprint urban design, public involvement and visualization services will enhance existing public transit resources and land uses by reconfiguring streets, improving pedestrian mobility and providing amenities around the intersection of Sunset and Santa Monica Boulevards in Los Angeles.	wait-listed. Need additional funds	N/A	est \$60,000		N/A
City of Long Beach	The City of Long Beach is completing an update of the city's General Plan. Compass Blueprint services will supplement this effort by providing web-based educational visual materials and tipping point analyses to facilitate transit-oriented development.	wait-listed. Need additional funds	N/A	est \$107,000		N/A
City of Ventura	The City of Ventura and SCAG will perform a feasibility study to examine existing conditions and determine whether decking a below-grade section of the 101 freeway is physically possible, identify a range of alternatives, locate a multi-modal transit center, assess other potential uses and outline a process for moving forward on creating a new mixed use waterfront addition to Ventura's downtown.	wait-listed. Need additional funds	N/A	est \$250,000		N/A
City of Santa Ana	The City of Santa Ana is proposing a overlay zone for 200 acres currently occupied by commercial/office uses. SCAG visualization services will allow planners and stakeholders to conceptualize mixed-use residential and commercial additions to this area near the 5 and 55 freeways and the future Transit Village.	Not a SCAG Member. SCAG Gov't Affairs staff initiated dialogue with city staff in November 2006 and will continue with new incoming City Council members. RC approval contingent on SCAG membership and additional funds.	N/A	est \$25,000		N/A

# Compass Blueprint Demonstration Projects Summary



City/Agency	Brief Description	Status/Notes	Expected Completion	Value of Contract	Funding Source	Primary Consultant
<b>Phase 1 Complete</b>						
City of Compton	Compass Blueprint facilitated a visioning process for the City that engaged residents, community leaders and other stakeholders to outline priorities for the City's future. The vision will be incorporated into the City's updated General Plan and into small-area plans for the Brickyard, Compton Station and Artesia Station areas.	6/21/2007 COMPLETE		\$93,000	CPG	FCA - Leila
City of Montclair	This project analyzed future parking demand and parking structure implementation strategies within the Fremont Corridor Area of the North Montclair Specific Plan. Land uses planned for the project area were reviewed, as well as demand for on- and off- street public parking. An alternative development scenario was also analyzed along with financing methods for constructing parking structures. Compass Blueprint also prepared visualizations of key locations within the North Montclair Specific Plan area.	2/21/2007 COMPLETE		\$47,200	CPG	TPC - Karen
City of Rolling Hills Estates	The project tested the application, feasibility and appropriateness of the City of Rolling Hills Estates' proposed Peninsula Village Overlay Zone, intended to "create a mixed-use center combining high density residences, office/service developments, and retail uses in an attractive and functional pedestrian-oriented environment."	3/12/2007 COMPLETE		\$38,000	CPG	FCA - Dana/John
County & City of Los Angeles	The Exposition Line presents opportunities for increased connectivity between different parts of the city; economic development through new jobs and businesses; compact, walkable transit-oriented development; and an increase in mixed-use development and higher residential densities. The project explored the potential for these changes and provides the City with recommendations for encouraging change that will enhance station-area communities and be market-feasible.	3/12/2007 COMPLETE		\$100,000	CPG	FCA - John/Glen
City of Lancaster	The project provided the City with updated economic and demographic information to illuminate current trends and portend the future direction of the City. The study includes information on housing, population, demographic and household characteristics, employment, taxable sales, income, student enrollment, and crime. The study provides a competitiveness index and SWOT analysis.	3/1/2007 COMPLETE		\$31,000	CPG	Mark Schniepp

# Compass Blueprint Demonstration Projects Summary



City/Agency	Brief Description	Status/Notes	Expected Completion	Value of Contract	Funding Source	Primary Consultant
City of San Bernardino	The project analyzed a range of development opportunities for the station area. The E Street Station is an important regional transportation link and its opening will be a step toward a mixed-use downtown core that will generate downtown activity. The project included opportunities and constraints analysis, contextual urban design strategies circulation analysis, evaluation of joint development opportunities, a design vision and bus service recommendations.	2/21 COMPLETE		\$50,000	CPG	TPC - Karen
WRCOG-Corona	The North Main Corona Metrolink Station is located just over a half-mile north of Corona's Downtown District. The Demonstration Project is intended to guide the transition from a stand-alone train station and parking garage to a vibrant transit village. It included opportunities and constraints analysis, contextual urban design strategies circulation analysis, evaluation of joint development opportunities, a design vision and bus service recommendations.	2/21/2007 COMPLETE		\$26,600	CPG	TPC - Karen
WRCOG-Hemet	The project created a vision and design concept for transforming the North Hemet station into a transit village. The concept includes Metrolink and bus service, high-density and live-work housing, neighborhood retail, parks, structured parking, a farmers' market and a railroad museum.	4/16/2007 COMPLETE		\$30,000	CPG	TPC - Karen
WRCOG-March/Moreno Valley	The project created a design concept and visualizations for the Moreno Valley/March Field Metrolink station that will be created at the former March Air Force base. The concept includes Metrolink and bus service, retail and office uses, open space and commuter parking.	4/16/2007 COMPLETE		\$10,500	CPG	TPC - Karen
WRCOG-Perris	The Perris Station will be located at the Old Perris Depot, about a quarter-mile from the Perris Civic Center in downtown Perris, within the City's Downtown Specific Plan area. The station will also include a new RTA bus transfer site for commuter, intercity, and local shuttle bus service. The Perris Station is an important regional transportation link and its opening will be a step toward a mixed-use downtown core. The project included opportunities and constraints analysis, contextual urban design strategies circulation analysis, evaluation of joint development opportunities, a design vision and bus service recommendations.	2/21/2007 COMPLETE		\$39,600	CPG	TPC - Karen



## Compass Blueprint Demonstration Projects Summary



City/Agency	Brief Description	Status/Notes	Expected Completion	Value of Contract	Funding Source	Primary Consultant
WRCOG-Riverside	This project will help facilitate the development of a Transit Village at the Downtown Riverside Metrolink Station. The Compass Blueprint team conducted a community workshop to gather neighborhood input, conducted land use opportunities and constraints analysis, conducted a full-day design charrette, created contextual urban design strategies and conducted an open house with the community to informally discuss the proposed ideas.	2/21/2007 COMPLETE		\$32,600	CPG	TPC - Karen
WRCOG-Temecula	The project will facilitate the development of a future bus transit station in Temecula, providing conceptual design for development of surrounding uses including the Murrieta Creek Recreation Basin and potential transit-oriented uses to the north. The project also includes circulation analysis focusing on future transit projects and land uses and pedestrian needs.	4/16/2007 COMPLETE		\$17,000	CPG	TPC - Karen

# Compass Blueprint Demonstration Projects Summary



City/Agency	Brief Description	Status/Notes	Expected Completion	Value of Contract	Funding Source	Primary Consultant
Complete & past years' projects						
MTA - Covina	Compass Blueprint provided the MTA with Tipping Point/ROI analysis and visualizations for potential redevelopment sites in Covina.	complete	6/26/05	\$10,000		FCA
MTA - Wilshire	Compass Blueprint provided the MTA with Tipping Point/ROI analysis and visualizations for potential redevelopment sites on the Wilshire Corridor in Los Angeles.	complete	6/26/05	\$10,000		FCA
MTA - Hawthorne	Compass Blueprint provided the MTA with Tipping Point/ROI analysis and visualizations for potential redevelopment sites in Hawthorne.	complete	6/26/05	\$10,000		FCA
City of Temecula	SCAG staff provided photo-morph visualizations of Front Street in Temecula's Old Town as part of the City's study of building heights and potential redevelopment.	complete	8/1/06	\$10,000		SCAG Staff
Inland Empire/ULI	Compass Blueprint facilitated a Visioning Workshop to discuss growth issues and engage ULI members and professionals to help plan for the Inland Empire's future.	complete	6/26/05	\$10,000		FCA
Lake Elsinore	Compass Blueprint facilitated a Visioning Workshop to discuss growth issues and engage stakeholders in the "chip game" as part of Lake Elsinore's General Plan update process.	complete	6/26/05	\$10,000		SCAG Staff
Ontario (phase 1)	In Phase 1 of the Ontario Demonstration Project, Compass Blueprint facilitated a design charette and prepared a conceptual land use plan and visualizations for the New Model Colony development in the Chino Basin.	complete	6/27/05	\$40,000		FCA
South Pasadena	The project provided an infill analysis of the Mission Street Gold Line Station area and Caltrans properties in South Pasadena. The report details the current conditions and future forecasts for the study area and includes Tipping Point/ROI analysis, visualizations and site planning.	complete	6/27/05	\$25,000		FCA
Upland	The Downtown Upland Infill Study provided Tipping Point/ROI analysis, visualizations, site planning and parking analysis focused on two city-owned downtown parking lots, in close proximity to established civic uses and the Metrolink station.	complete	6/27/05	\$25,000		FCA